planet blue
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brand**strategy**

communications style guide

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The **Planet Blue brand guidelines** provide the standards for the Planet Blue brand identity. Guidelines are simply that. They are the best practices that define the Planet Blue brand with enough detail and clarity to enable you—its guardians—to represent it effectively and consistently.

This book is a tool. It provides guidance for every aspect of our brand so that together we can communicate in a clear, consistent, and focused way what Planet Blue stands for.

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brand**strategy**

Our brand strategy is our road map. It provides direction and guides us forward. It is global and timeless. It is who we are and who we want to be.

A vision outlines how we intend to improve mankind. It is an enduring statement of how U-M will address sustainability on a local and global scale.

our**vision**

to create a healthier future for our planet through knowledge, collaboration, and innovation

Note: Vision and mission based upon Maguire Associates' research recommendations and U-M's existing mission and priority areas.

brandstrategy

A mission is our big, overaching goal. It provides focus for Planet Blue's long-term efforts.

our**mission**

to become a role model and global leader in sustainability, by using the University of Michigan's academic and research expertise and resources to address these challenges and by setting the standard for a sustainable campus

Our values are the fundamental truths we collectively embrace, the intrinsic beliefs that we stand for.

our**values**

diversity

Planet Blue understands that the global challenges of sustainability need to be addressed by diverse perspectives, disciplines, and approaches.

knowledge

Planet Blue recognizes that both creating and sharing knowledge about sustainability through research, education, and outreach is vital to building a better future.

collaboration

Planet Blue embraces the importance of collaboration on all levels to effectively address the challenges of sustainability.

innovation

Planet Blue believes that new ideas and innovation are vital to creating a better, more sustainable future.

brand**strategy**

Our personality is the characteristics and qualities that distinguish us. They are the traits that make us unique and reflect who we are and how we act

our**personality**

engaging

open. friendly. inviting. approachable.

inspiring

hopeful. enriching. enlightening. positive.

sincere

trustworthy. genuine. real. honorable.

thoughtful

considerate. attentive. profound. intelligent.

brand**assets**

Brand assets are the creative tools and visual elements that enhance our image and bring the brand to life. They include our logo, type, color, voice, and visual style. These assets help establish a meaningful, memorable identity that builds emotional bonds with our audiences.

our**logo**

Our brand mark is more than a logo. It is the primary symbol of the Planet Blue brand, representing the collective performance of every person involved in Planet Blue efforts.

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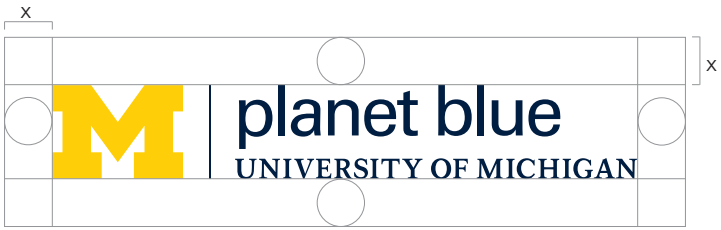
using our logo

the clear space rule

Our signature is one of our most visible and valuable assets. Respect it. Always position it for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the Planet Blue logo is defined as the height of the letter "e" of the logotype. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



x-height based on height of the letter "e"

minimum size

When reproducing our logo, be conscious of its size and legibility. Use common sense—a signature that is too small ceases to serve any useful communication function.

Generally, our logo should never appear less than two inches wide.

using our logo

in text

In text, Planet Blue should appear as two words in upper- and lowercase with a capital "P" for Planet and a capital "B" for Blue. In sentences, the Planet Blue artwork is never to be used in place of Planet Blue text.

EXAMPLE:
The Planet Blue logo is our most valuable brand asset.

EXAMPLE:
The logo is our most valuable brand asset.

formal vs. informal use

The formal Planet Blue logos include the words "University of Michigan." They should be used on all communication that is created for or could potentially be seen by external audiences. These will be the logos that you use most of the time.

The informal Planet Blue logos do NOT include the words "University of Michigan." They should only be used on communication that is intended strictly for an internal U-M audience.

logo color

Choosing an identity color is a challenge in our highly competitive world. Owning a color, or color combination requires hard work, attention, and a dedication to consistency.

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The Planet Blue logo should be reproduced in color whenever possible. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements.

Planet Blue blue:

Print (coated and uncoated)—
PANTONE 282 Blue
Process C100 M69 Y0 K60

HEX—00274c

Planet Blue yellow:

Print (coated and uncoated)—
PANTONE 7406 yellow
Process C100 M18 Y100 K0

HEX—ffcb05

brandassets

logo color

misusing our logo

do the right thing

The Planet Blue logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.

Generally speaking:

1. Never stretch, condense or otherwise morph the logo.
2. Never redraw the logo, translate it, or alter the placement and size relationship between its elements.
3. Never add additional elements to, change the color of, or alter the integrity of the Planet Blue logo.

misusing our logo

Examples of incorrect logo usage:

Do not retype

Do not stretch

Do not alter color

Do not distort

Do not add a shadow

Do not add graphics

Do not print logo as a tint

ourcolors

Interwoven into the very core of our existence, color may seem an afterthought to some. But color affects and influences each of us emotionally and psychologically. Consistent use of colors plays a vital role in establishing a clear and unambiguous image of our brand.

our color palette

primary—signature colors

The palette we use is a powerful differentiator for our brand and a direct refection of our personality. Appropriate and consistent application of our brand palette provides another layer of distinction for our brand.

Our signature colors are maize and blue, the powerful, branded color palette that remains true to the brand of University of Michigan.

secondary—supporting colors

The colors that make up our supporting palette complement our primary maize and blue, providing additional range to the Planet Blue brand experience. This combination of colors picks up on natural elements and hint of sustainability.

our color palette

Print (spot coated and uncoated)—
PMS 282

Print (process)—
C100 M60 Y0 K60

HEX—00274c

Print (spot coated and uncoated)—
PMS 7406

Print (process)—
C0 M18 Y100 K0

HEX—ffcb05

supporting palette

Print (process)—
C85 M50 Y0 K0

Print (process)—
C70 M15 Y0 K0

Print (process)—
C64 M41 Y100 K15

Print (process)—
C64 M26 Y100 K0

Print (process)—
C27 M0 Y96 K0

Print (process)—
C35 M60 Y80 K25

Print (process)—
C0 M14 Y76 K21

our**typography**

Typography is an essential element of our visual identity, adding dimension and distinction to our communication and reflecting the personality of the brand. It is a very powerful tool. When used effectively and consistently, type becomes associated with a brand in the mind of our audiences, creating a subtle but compelling connection.

our font: Helvetica Neue (T1)

Our everyday typeface, Helvtica Neue (T1), is functional and inconspicuous, selected to reveal, rather than overshadow, the information it conveys. When it was created in 1957, it was designed to be a neutral typeface that had great clarity. It's a font fitting for Planet Blue as we strive to provide clarity in the areas of sustainability.

Helvetica Neue (T1), in both 45 Light and 75 Bold, is our signature font and is used on all Planet Blue applications.

Helvetica Neue (T1): 75 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ & # ! @ + =

When to use: 75 Bold should be used primarily for headlines, headings or when emphasis is needed.

Helvetica Neue (T1): 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ & # ! @ + =

When to use: 45 Light should be used primarily for paragraph copy.

type treatments

The Planet Blue type treatment can be used to link groups or events to the Planet Blue brand. It is made up of a two-word title or statement where the two words are placed together without a space in the Helvetica Neue font with one of the words highlighted in bold.

EXAMPLES:

lights**out!**
save**energy**
sustainablecomputing

brand**expression**

While our brand assets represent the tangible, our brand expression—composed of our voice and visual style—represent the less tangible side of the Planet Blue experience. Representing a combination of elements and influences, our brand expression is, by design, varied and unique.

visual**style**

Our visual style is how we look and feel to our customers. It is imagery in its varying forms, including photography, graphic design, and natural textures—and the artful blending of these elements to create something that feels distinctly Planet Blue.

photography

Our photographs are the most emotionally resonant component of our visual style. Like all of our brand assets, our photography embodies our brand personality (**expressive, relevant, evocative, compelling**), adding depth to our conversation through our demonstrated understanding of sustainability issues.

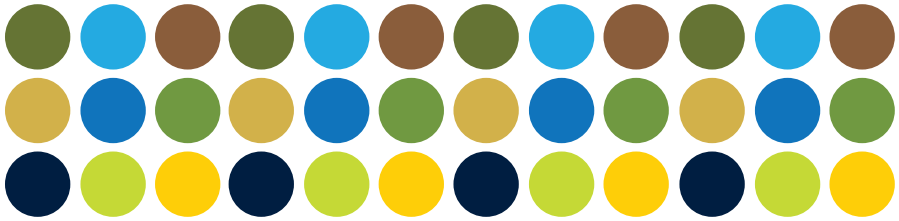
textures

Natural textures—and the creative use of these textures within compositions—provide the tactile connection to our everyday lives. We celebrate the simple beauty that exists all around us out in the world.

brandexpression

dots

The Planet Blue dots are a graphic element that add depth to our photography and textures. They can also infuse those elements with our brand colors. Used judiciously, they create a visual asset that differentiates Planet Blue from other units and organizations.



ourvoice

An enduring, successful brand is built not only by what it says, but also by how it says it.

Our voice refers to the tone and copy style that is most appropriate for our brand communication in obvious places (print collateral, websites, and emails), as well as frequently overlooked touch points (PowerPoint presentations and stickers).

the Planet Blue voice

Brands exist in the world of real people and their feelings, hopes, and actions. Our voice should strive to connect in a personal way with our audience. The voice of Planet Blue should be a direct reflection of its unique brand personality—engaging, inspiring, sincere, and thoughtful—and continually reinforce our fundamental belief of the essential role that education, research, and operations play in creating a more sustainable planet.

be engaging

Talk plainly, briefly, naturally, and comfortably. Write in a way similar to how you speak.

be inspiring

Inspirational writing comes from the ability to evoke real emotions and feelings from your audience. Why should they care about sustainability? What can be done? Sharing real stories and examples about people and work at U-M can be an effective way to do this.

be sincere

Write honestly and genuinely to build the trust of your audience. Establish a conversation with them. Avoid overused descriptions and phrases that feel like you are just “going through the motions.”

be thoughtful

Consistently share the wealth of U-M’s knowledge and resources throughout your writing in an approachable manner to reinforce Planet Blue’s role as a sustainability leader.

brand-positioning statement

U-M is committed to solving sustainability challenges on a global scale by creating, teaching, and practicing innovative approaches that improve the health of the planet, inspire future generations, and advance the national sustainability conversation.

The three key concepts of the statement communicators should consider addressing and amplifying through words, stories, and images are:

generational stewardship

Convey U-M's longstanding commitment to sustainability as work continues toward creating a better future. What are the results? Why is it important to the future? How are we inspiring—and being inspired by—this and future generations?

innovative problem solving

Demonstrate how innovative approaches are being created, shared, and applied at U-M. How is the approach unique? Is U-M a leader in this particular approach? Specifically how is U-M innovation expressed in research, academics, health and medicine, and campus operations? Show examples that highlight the positive outcomes and potential impact of these approaches.

global perspective

Show and discuss both local and global sustainability outreach. Where are U-M faculty and students making a sustainable difference? What is the potential global impact of the work? Show examples of how Michigan's interdisciplinary excellence is helping to address the world's most complex, sustainability challenges.

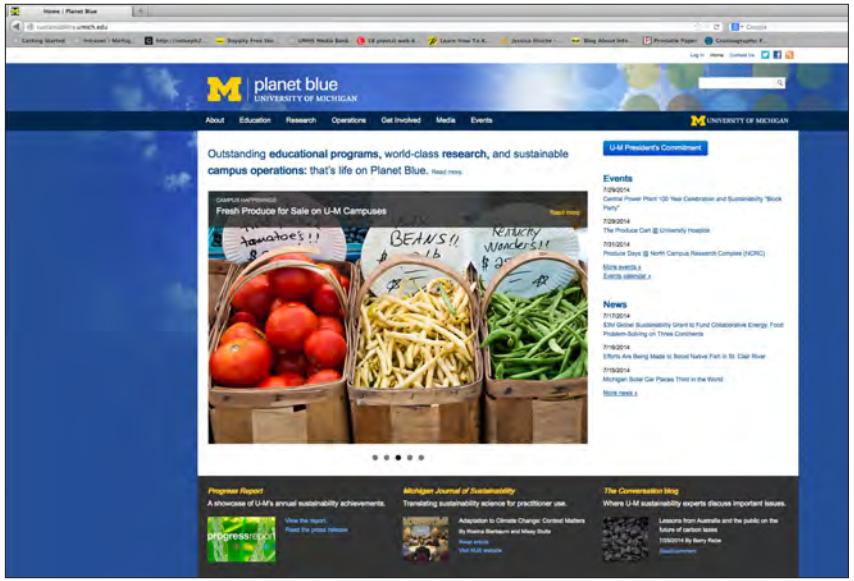
brand**application**

Our brand application represents the strategy that stems from the combination of the tangible (brand assets, such as logo, color, and fonts) and the intangible (brand expression elements, including voice and visual style). Our brand application represents the act of putting the brand to work. It is the brand in action.

marketing materials

The following pages demonstrate several examples of how the Planet Blue brand can be applied and brought to life.

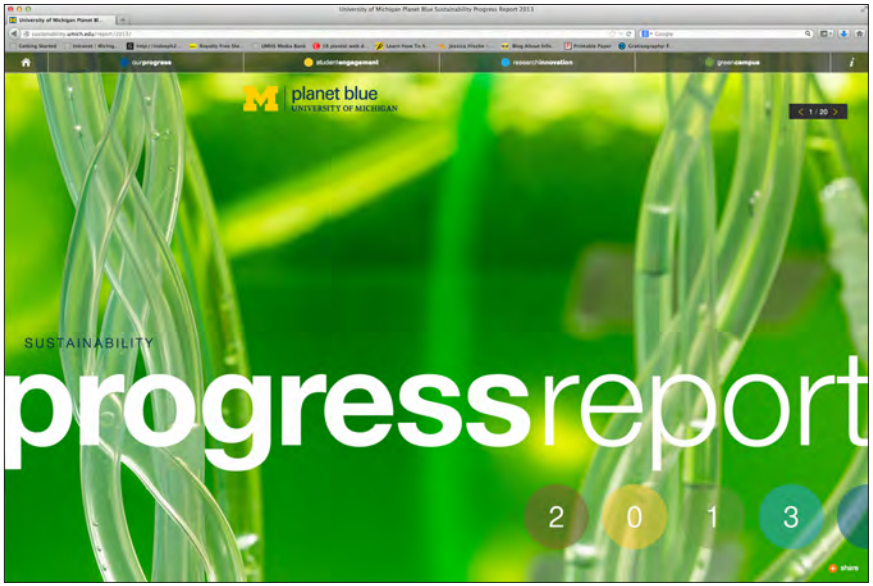
Planet Blue website



brandapplication

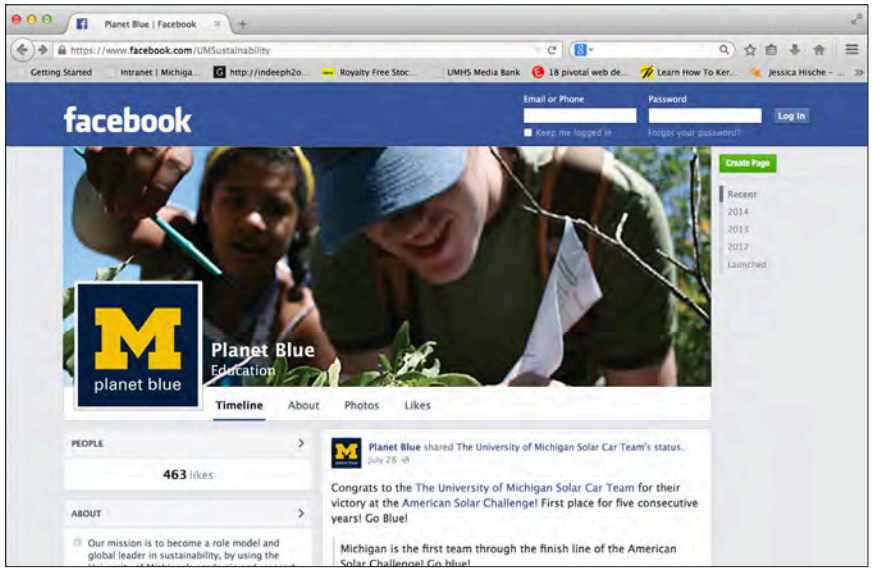
EarthFest poster

annual report



brand**application**

Planet Blue Facebook page



Planet Blue Ambassadors

brandapplication

switch plate

video backdrop and display

brandapplication

advertisement

Using the hybrid marketing platform

COPY:
On Planet Blue, sustainability has no boundaries. Every day innovative research, academic and outreach programs, and campus operations at the University of Michigan are dedicated to creating a healthier planet for all. There's no limit to what we can accomplish when we bring these worlds together.

For more information about Planet Blue, U-M's sustainability initiative, go to: sustainability.umich.edu.

PHOTO CAPTION
Women in India try out a WaterWheel—a 20-gallon drum that can easily move four to five times more water than traditional carrying methods. Created by two U-M graduate students, this innovative approach not only provides enough clean water to meet the daily needs of four people, it will allow women and girls time to pursue education and to avoid injuries.

four levels of partnerships

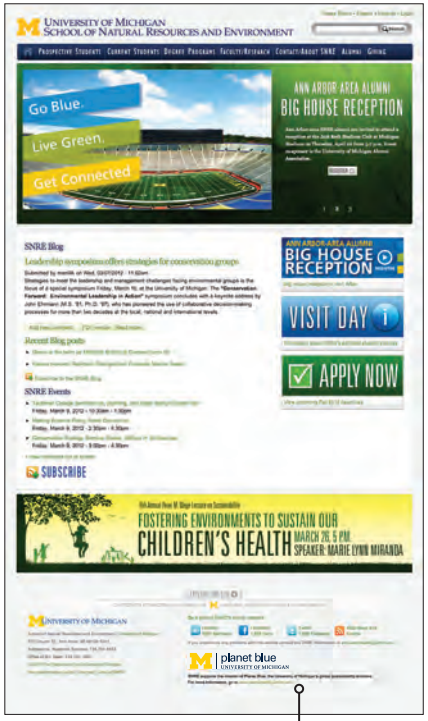
1. primary partners

- **Office of Campus Sustainability**—Visible presence on home page banner, design look, include clear explanation of role on website
- **The Graham Institute**—Visible presence on home page banner, include clear explanation of role on website

brandapplication

2. school and college level

- When sustainability is primary focus, such as SNRE, include logo on home page
- When sustainability is one of many focus areas, such as engineering, encourage adding a Planet Blue partnership page on their website



COPY:
Planet Blue, the University of Michigan's global sustainability initiative, is committed to creating a healthier planet through innovative research, teaching and outreach, and campus operations. The College of Engineering contributes to this mission through our multitude of academic programs and research initiatives related to sustainability. For more information about Planet Blue, go www.sustainability.umich.edu.

3. operations units with a sustainability focus

- Include Planet Blue logo and messaging on website and relevant materials

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Our work supports the mission of Planet Blue, the University of Michigan's global sustainability initiative. For more information, go to www.sustainability.umich.edu.

4. academic/research units with a sustainability focus

- Include Planet Blue logo and mention on website and relevant materials

COPY:
Planet Blue, the University of Michigan's global sustainability initiative, is committed to creating a healthier planet through innovative research, teaching and outreach, and campus operations. The Erb Institute contributes to this mission through our multitude of academic programs and research initiatives related to sustainability. For more information about Planet Blue, go to www.sustainability.umich.edu.

partnerships— other considerations

co-branding (Sustainable Computing, Sustainable Labs, Ambassadors)

The Planet Blue logo should never be altered to co-brand itself with related partners and initiatives. Instead, co-brands may use the standard Planet Blue logo and use the brand colors, imagery and type treatments to identify themselves as partners.

brandapplication

partnerships— other considerations

UM-Dearborn and UM-Flint campuses

Since Planet Blue is a global U-M brand, the logo cannot be altered or customized in any way. When it is used on other campuses such as Flint and Dearborn, it should be used as-is. If the related group feels that their identity needs to be present (such as a sponsor), they may include their own logo as well. It must be separate from the Planet Blue logo, not tagged on to it.

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